## ABSTRACT

A fixing unit (19) is equipped with a fixing belt (112) that heats recording paper (16) that bears and moves a toner image (119), an exciting coil (120) that generates magnetic flux in the fixing belt (112) and causes the fixing belt (112) to produce heat by means of electromagnetic induction, and a heat production adjustment section that adjusts the calorific value distribution of the fixing belt (112) by adjusting the magnetic flux acting upon the fixing belt (112).